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EXAMINER

MA, JOHNNY

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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/489,596	Applicant(s) COLLART ET AL.	
	Examiner Johnny Ma	Art Unit 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 March 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 21-34 and 36-47 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 21-34 and 36-47 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>2/8/06, 9/04, 10/04</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 21-34 and 36-47 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 21-23, 26-28, and 45-46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dodson et al. (US 6,184,877 B1 of record) in further view of Ellis et al. (US 2003/0204847 A1) and Herrington et al. (US 6,865,746 B1 of record).

As to claim 21, note the Dodson et al. reference that discloses a system and method for interactively accessing program information on a television. The claimed "receiving content comprising a video image over a first channel" is met by a television being turned on to receive a television channel that displays television programming (Dodson 3:59-64). The claimed "receiving a keyword associated with the video image over a second channel" is met by automatic search terms to be searched may be obtained through a program guide database directly accessible at the cable company's location by using such devices as an internet interface or telephone line (Dodson 3:7-28). The claimed "and a first code" is met by "automatic search terms to be searched, such as the movie title, actors, and the director" (Dodson 3:9-12) wherein a single automatic search term serving as a keyword, and one of remaining automatic search terms

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serving as a first code in that it is related to the keyword since they characterize the same programming, and facilitates a search. The claimed “requesting a search of a network for information relating to the keyword” is met by search query is sent to the Internet (Dodson 4:28-34). However, the Dodson et al. reference is silent as to “wherein the first code is preassociated with preselected information relating to the keyword prior to receiving the keyword.” Now note the Ellis et al. reference that discloses an electronic television program guide schedule system and method with remote product ordering. The claimed “wherein the first code is preassociated with preselected information” is met by the use of product identification information to identify the product or service for acquiring additional information (Ellis [00235-00236]). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson first code with the Ellis et al. first code preassociated with preselected information for the purpose of allowing a user to quickly retrieve information associated by the content provider to acquire directly relevant information regarding the content. The claimed “receiving the information including the preselected information relating to the keyword” is met by the Dodson and Ellis combination as discussed above wherein “[i]f the user elects to begin search, a new overlay 400 appears over the program. The overlay 400 includes a list of hits based on the search terms...the user may select one of the hits to view the text associated with the hit” (Dodson 3:41-49). Note the claimed “[wherein the first code is preassociated with preselected information relating to the keyword prior to receiving the keyword” is met by the Dodson et al. and Ellis et al. combination as discussed above. However, the Dodson et al. and Ellis et al. combination is silent as to bookmarking the keyword and a first code associated with predefined information relating to the keyword. Also note, the Dodson et

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al. reference discloses “a method according to the present invention for saving [bookmarking] the results of an Internet search which can be initiated for search terms which are automatically generated” (Dodson 5:11-34). Now note the Herrington et al. reference that discloses “[t]he system may provide the user with an opportunity to save search parameters for use at a later time” (Herrington 1:67-2:2). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson and Ellis keyword and first code search linked to the Internet with the Herrington et al. saving of search parameters (bookmarking) for the purpose for allowing interested users to access additional information at a more convenient time if they prefer not to interrupt currently displayed content and to provide updated search results that reflect the information available at the later time when the search is performed. The claimed “bookmarking the keyword” is met by the Dodson et al. and Herrington et al. combination as set forth above.

As to claim 22, the claimed “displaying the video image” is met by the display of programming on a TV display (column 2, lines 47-64). The claimed “displaying the keyword” is met by the display of automatic search terms associated with the television program (column 3, lines 7-28).

As to claim 23, please see rejection of claim 21.

As to claim 26, the claimed “further comprising receiving a second code that is a category code included with the keyword” is met by the receipt of program guide information used to generate automatic search terms (Dodson 3:8-25) wherein the automatic search terms may include categories (category code) (Dodson 4:56-59). The claimed “wherein the category code assists in the searching of the network for information relating to the keyword” is met by

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using category information to assist in the search in order “to limit the number of hits to a reasonable number. The categories can also be generated as an automatic search term, assuming the program guide provider has identified the programs into categories” (Dodson 4:52-59).

As to claim 27, note the Dodson et al. reference discloses receiving video programming over a broadcast channel and epg information via an Internet interface. However, the Dodson et al. reference is silent as to the specific transmission media used for Internet communications. Nevertheless, the examiner submits that it is notoriously well known in the art to transmit epg information on a broadcast medium for the purpose of making electronic program guide information readily accessible to a user without requiring the use of a separate communication medium. Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. epg access accordingly for the above stated

As to claim 28, the claimed “further comprising the step of displaying the video image” is met by the display of programming on a TV display (column 2, lines 47-64).

As to claim 45, note the Dodson et al. reference that discloses a system and method for interactively accessing program information on a television. The claimed “receiving content comprising a video image over a first channel” is met by a television being turned on to receive a television channel that displays television programming (column 3, lines 59-64). The claimed “receiving a keyword associated with the video image over a second channel” is met by automatic search terms to be searched may be obtained through a program guide database directly accessible at the cable company’s location by using such devices as an internet interface or telephone line (column 3, lines 7-28) for an Internet search query. The claimed “wherein the

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keyword comprises a first code” is met by “automatic search terms to be searched, such as the movie title, actors, and the director” (Dodson 3:9-12) wherein a single automatic search term serves as a keyword comprising a first code (search term). The claimed “receiving a second code relating to the keyword over the second communication channel” is met by using category information to assist in the search in order “to limit the number of hits to a reasonable number. The categories can also be generated as an automatic search term, assuming the program guide provider has identified the programs into categories” (Dodson 4:52-59) wherein the program guide information is received from a different channel as the content as discussed above. The claimed “initiating a search based on the keyword and the second code; receiving information relating to the keyword and the second code” is met by a search query is sent to the Internet (Dodson 4:28-34) and the results requested from the Internet received for display including result limited by the second code (category code) (Dodson 4:28-41,52-59). However, the Dodson et al. reference is silent as to “wherein the first code is preassociated with preselected information relating to the keyword prior to receiving the keyword.” Now note the Ellis et al. reference that discloses an electronic television program guide schedule system and method with remote product ordering. The claimed “wherein the first code is preassociated with preselected information” is met by the use of product identification information to identify the product or service for acquiring additional information (Ellis [00235-00236]). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson first code with the Ellis et al. first code preassociated with preselected information for the purpose of allowing a user to quickly retrieve information associated by the content provider to acquire directly relevant information regarding the content.

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The claimed “receiving the information including the preselected information relating to the keyword” is met by the Dodson and Ellis combination as discussed above wherein “[i]f the user elects to begin search, a new overlay 400 appears over the program. The overlay 400 includes a list of hits based on the search terms...the user may select one of the hits to view the text associated with the hit” (Dodson 3:41-49). Note the claimed “[wherein the first code is preassociated with preselected information] relating to the keyword prior to receiving the keyword” is met by the Dodson et al. and Ellis et al. combination as discussed above. However, the Dodson et al. reference does not specifically disclose “logging the search; and initiating a subsequent search based on the logged search.” Now note the Herrington et al. reference that discloses “[t]he system may provide the user with an opportunity to save search parameters for use at a later time” (Herrington 1:67-2:2) wherein the saved search parameters may be used to initiate a subsequent search (Herrington 2:2-13). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson keyword search linked to the Internet with the Herrington et al. saving of search parameters (bookmarking) for the purpose for allowing interested users to access additional information at a more convenient time if they prefer not to interrupt currently displayed content and to provide updated search results that reflect the information available at a later time when the search is repeated.

As to claim 46, please see rejection of claim 45.

As to claim 47, the claimed “second code comprises a classification” is met by that discussed in the rejection of claim 45 wherein the second code comprises a category. Also note the Dodson et al. reference discloses a first code in the form of search terms derived from the

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program guide as discussed in the rejection of claim 45 and the Ellis et al. reference teaches a product identification code. However, the Dodson et al. and Ellis et al. references are silent as to a numerical tag. Nevertheless, the examiner gives Official Notice that it is notoriously well known in the art to use numerical tags for product identification purposes, such as UPC's and ip addresses, for the purpose of providing a unique numbering system that can readily be associated with its corresponding product, service, or information segment. Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson and Ellis et al. product identifier accordingly for the above stated advantages.

4. Claims 24, 29-30, 37, 39-41, and 43-44 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dodson et al. (US 6,184,877 B1 of record) in further view of Ellis et al. (US 2003/0204847 A1), Herrington et al. (US 6,865,746 B1 of record), and Portuesi (US 6,499,057 of record).

As to claim 24, the claimed further comprising the step of displaying the keyword associated with the video image in response to a selection of the video image. The Dodson et al. (US 6,184,877 B1) reference discloses a method for interactively accessing program information on a television, the method comprising receiving a search request regarding a television program; displaying at least one search term overlaid on a program being received by the television; searching the Internet for requested information; obtaining a result of the search; and saving the result in a memory coupled with the television (column 1, lines 63-67; column 2; lines 1-3). The Dodson et al. reference provides an overlay for a user to select automatic search terms that may be derived in various ways as well as add additional search terms (column 3, lines 8-40).

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However, the Dodson et al. reference does not disclose displaying the keyword embedded in the video image in response to a selection of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a name for link 32 or provide the actual URL (Portuesi 6:22-27). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. method of viewing keywords with the Portuesi display of keywords when a portion of an image is selected for the purpose of making keywords readily available to the user in addition to providing a more intuitive method of indicating the keyword for an associated item of interest.

As to claim 29, the claimed further comprising the step of selecting the video image. See rejection of claim 24.

As to claim 30, the claimed further comprising the step of displaying the keyword in response to the selecting of the video image. See rejection of claim 24.

As to claim 37, note the Dodson et al. reference that discloses a system and method for interactively accessing program information on a television. The claimed “displaying a video image that was received over a first channel” is met by the display of programming received on a currently tuned channel (column 3, lines 57-67). The claimed “receiving a keyword and a first code over a second channel” is met by automatic search terms to be searched may be obtained through a program guide database directly accessible at the cable company’s location by using such devices as an internet interface or telephone line (column 3, lines 7-28) and the receipt of

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category search terms (a first code) (Dodson 4:52-59). However, the Dodson et al. reference is silent as to “wherein the first code is preassociated with preselected information relating to the keyword prior to receiving the keyword.” Now note the Ellis et al. reference that discloses an electronic television program guide schedule system and method with remote product ordering. The claimed “wherein the first code is preassociated with preselected information” is met by the use of product identification information to identify the product or service for acquiring additional information (Ellis [00235-00236]). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson first code with the Ellis et al. first code preassociated with preselected information for the purpose of allowing a user to quickly retrieve information associated by the content provider to acquire directly relevant information regarding the content. The claimed “receiving the information including the preselected information relating to the keyword” is met by the Dodson and Ellis combination as discussed above wherein “[i]f the user elects to begin search, a new overlay 400 appears over the program. The overlay 400 includes a list of hits based on the search terms...the user may select one of the hits to view the text associated with the hit” (Dodson 3:41-49). Note the claimed “[wherein the first code is preassociated with preselected information] relating to the keyword prior to receiving the keyword” is met by the Dodson et al. and Ellis et al. combination as discussed above. However, the Dodson et al. reference does not disclose selecting a portion of a video image and or; and sending over the network the keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over

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which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a name for link 32 or provide the actual URL (Portuesi 6:22-27). "In response to activation by the user, the embedded uniform network resource locator is followed to retrieve a resource addressed by the embedded uniform network resource locator" (Portuesi 2:52-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. keyword display with the Portuesi display window and caption for the purpose of providing a method of making keywords more readily available to the viewer in addition to a more intuitive method of identifying keywords associated with a desired object. Also note, the Dodson et al. reference discloses "a method according to the present invention for saving [bookmarking] the results of an Internet search which can be initiated for search terms which are automatically generated" (Dodson 5:11-34). However, the Dodson et al. reference is silent as to bookmarking the keyword. Now note the Herrington et al. reference that discloses "[t]he system may provide the user with an opportunity to save search parameters for use at a later time" (Herrington 1:67-2:2). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson keyword search linked to the Internet with the Herrington et al. saving of search parameters (bookmarking) for the purpose for allowing interested users to access additional information at a more convenient time if they prefer not to interrupt currently displayed content and to provide updated search results that reflect the information available at the later time when the search is performed. The claimed "bookmarking the keyword" is met by the Dodson et al. and Herrington et al. combination as set forth above. Further note the Dodson et al. reference

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discloses a method for interactively accessing program information on a television, the method comprising receiving a search request regarding a television program; displaying at least one search term overlaid on a program being received by the television; searching the Internet for requested information; obtaining a result of the search; and saving the result in a memory coupled with the television (column 1, lines 63-67; column 2; lines 1-3). The claimed “sending over a network the keyword associated with the portion of the video image in response to the selecting of the portion of the video image” is met by the Dodson and Portuesi, combination as set forth above wherein the Dodson searching [sending a keyword over a network] is performed when a selects a portion of the video image corresponding to a keyword.

As to claim 38, the claimed “wherein the keyword further includes a second code comprising a classification code” is met by the category code as discussed in the rejection of claim 37.

As to claim 39, the claimed further comprising the step of displaying the keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Dodson et al. (US 6,184,877 B1) reference discloses a method for interactively accessing program information on a television, the method comprising receiving a search request regarding a television program; displaying at least one search term overlaid on a program being received by the television; searching the Internet for requested information; obtaining a result of the search; and saving the result in a memory coupled with the television (column 1, lines 63-67; column 2; lines 1-3). The Dodson et al. reference provides an overlay for a user to select automatic search terms that may be derived in various ways as well as add additional search terms (column 3, lines 8-40). However, the Dodson et al. reference does not

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disclose displaying the keyword embedded in the video image in response to a selection of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a name for link 32 or provide the actual URL (Portuesi 6:22-27). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. method of viewing keywords with the Portuesi display of keywords when a portion of an image is selected for the purpose of making keywords readily available to the user in addition to providing a more intuitive method of indicating the keyword for an associated item of interest.

As to claim 40, the claimed “wherein the keyword is embedded in the video image” is met by the Dodson et al. and Portuesi combination wherein the embedding of the keyword in the video image is inherent to the successful display of keywords by selection of a portion of the video image, see rejection of claim 37.

As to claim 41, the claimed “further comprising the step of receiving over the network information relating to the keyword” is met by the obtaining of internet query search results for display to a user (column 4, lines 52-65).

As to claim 43, the claimed “wherein the keyword is embedded in the video image” is met by the Dodson et al. and Portuesi combination wherein the embedding of the keyword in the video image is inherent to the successful display of keywords by selection of a portion of the video image, see rejection of claim 37.

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As to claim 44, the claimed “further comprising the step of searching a network for information relating to the keyword” is met by the Dodson et al. internet search query (column 4, lines 52-59).

5. Claim 25 is rejected under 35 U.S.C. 103(a) as being unpatentable over Dodson et al. (US 6,184,877 B1 of record) in further view of Ellis et al. (US 2003/0204847 A1), Herrington et al. (US 6,865,746 B1 of record), and Farber et al. (US 5,819,284 of record).

As to claim 25, the claimed wherein the received information relating to the keyword is based up a user profile. The Dodson et al. reference discloses search results are conveyed to a user wherein the query may be limited to a program category, such as sports or movies, to limit the number of hits to a reasonable number (column 4, lines 52-65). However, the Dodson et al. reference does not disclose the use of a user profile. The Farber et al. reference discloses user profile database 174 contains information for each user of the system, specifying (a) the categories or types of information services that are to be provided to that user, and (b) for those information services, the parameters that are associated with the desired information. For example, a first user may desire traffic, financial and sports information, a second user may desire weather and news information, and a third user may desire traffic, news and weather. For each of these three users, the detailed information desired may be different. Thus, the first user may desire traffic information for certain roadways, financial information for certain securities, and sports information for particular teams (Farber et al. 4:43-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. keyword search with the Farber et al. profile

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database for the purpose of providing targeted information to the user that are directed towards his/her preferences.

6. Claim 42 is rejected under 35 U.S.C. 103(a) as being unpatentable over Dodson et al. (US 6,184,877 B1 of record) in further view of Ellis et al. (US 2003/0204847 A1), Portuesi (US 6,499,057 of record), Herrington et al. (US 6,865,746 B1 of record), and Farber et al. (US 5,819,284 of record).

As to claim 42, note the Dodson et al. reference discloses the obtaining of an internet search query for display to a user (column 4, lines 52-65). However, the Dodson et al. reference does not disclose the use of a user profile. The Farber et al. reference discloses user profile database 174 contains information for each user of the system, specifying (a) the categories or types of information services that are to be provided to that user, and (b) for those information services, the parameters that are associated with the desired information. For example, a first user may desire traffic, financial and sports information, a second user may desire weather and news information, and a third user may desire traffic, news and weather. For each of these three users, the detailed information desired may be different. Thus, the first user may desire traffic information for certain roadways, financial information for certain securities, and sports information for particular teams (Farber et al. 4:43-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. keyword search with the Portuesi hot spots and the Farber et al. profile database for the purpose of providing targeted information to the user that are directed towards his/her preferences.

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7. Claims 31-34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dodson et al. (US 6,184,877 B1 of record) in further view of Feinleib (US 2004/0040042 A1 of record), Shoff et al. (US 6,240,555 B1), and Portuesi (US 6,499,057 of record).

As to claim 31, note the Dodson et al. reference that discloses a system and method for interactively accessing program information on a television. The Dodson et al. reference also discloses displaying a video image that was received over a first channel is met by the display of programming received on a currently tuned channel (column 3, lines 57-67). However, the Dodson et al. reference does not specifically disclose wherein the video image is displayed from a local storage medium. Now note the Feinleib reference that recognizes the advantage of providing supplemental information associated with keywords from recorded programming (Feinleib [0079]) wherein the associated keyword information is stored locally (Feinleib [0012, 0083], also see Key Phrase Data File 62 as illustrated in Figure 2). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. keyword search during a live broadcast with the Feinleib keyword search during playback of a recorded program for the purpose of providing the benefits of obtaining additional information through keywords when the user has elected to record programming and view the programming at a later time. The Dodson et al. reference also teaches “receiving keywords [...] associated with the video image over a second channel” wherein automatic search terms to be searched may be obtained through a program guide database directly accessible at the cable company’s location by using such devices as an internet interface or telephone line (Dodson 3:7-28) and search term (keyword) includes title information as illustrated in Figure 3 (Dodson). The Feinleib reference teaches as an alternative, the

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enhancing content might reside on a storage medium at the viewer's home, such as on a computer disk or a CD-ROM, which can be accessed during the playing of the primary.

However, the Dodson et al. and Feinleib combination does not specifically teach "keywords comprising a unique identifier of the storage medium. Now note the Shoff et al. reference that discloses "[t]he supplemental content provided by the ISP 80 is correlated with the programs by data structure 48...the data field 58 includes target specifications to supplemental content provided by servers other than the program provider which distributes the show...In another implementation, the interactive content can be supplied locally by a storage medium...The supplemental content is accessed via disk reads to the local storage drive, rather than using URLs to target resources over a network" (Shoff 7:36-8:3) wherein "a unique identifier of the storage medium" is inherent to the successful disk reads of content from the local storage device.

Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. and Feinleib combination teaching Dodson et al. and Feinleib combination wherein the keyword identifies the title of the program stored in local storage with the Shoff et al. unique local storage identifier for the purpose indicating the location of the supplemental content to the set top box to facilitate accurate retrieval. However, the Dodson et al. reference does not disclose selecting a portion of a video image and displaying a keyword associated with the portion of the video image in response to the selecting of the portion of the video image. The Portuesi reference discloses display window 28 can include a caption 34 which provides a description of the area within display window 28 over which a pointing device, such as a mouse pointer, is positioned. For example, if the pointing device is positioned over hypertext link 22, caption 34 can provide a

name for link 32 or provide the actual URL (Portuesi 6:22-27). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. keyword display with the Portuesi display window and caption for the purpose of providing a method of making keywords more readily available to the viewer in addition to a more intuitive method of identifying keywords associated with a desired object. The claimed “embedding the keyword in the video image” is met by the Dodson et al. and Portuesi combination wherein the embedding of the keyword in the video image is inherent to the successful display of keywords by selection of a portion of the video image.

As to claim 32, the claimed “sending the keyword over a network” is met by the derivation of automatic search terms by access to a program guide database via an internet interface (column 3, lines 8-28).

As to claim 33, the claimed “further comprising the step of receiving over the network information relating to the keyword” is met by user receiving the results of an Internet search query (column 4, lines 52-65).

As to claim 34, the claimed “further comprising the step of searching a network for information relating to the keyword” is met by a query being sent to the Internet for a search (column 4, lines 52-65).

8. Claim 36 is rejected under 35 U.S.C. 103(a) as being unpatentable over Dodson et al. (US 6,184,877 B1 of record) in further view of Feinleib (US 2004/0040042 A1 of record), Shoff et al. (US 6,240,555 B1), Portuesi (US 6,499,057 of record), and Farber et al. (US 5,819,284 of record).

As to claim 36, the claimed “sending the keyword over a network” is met by the automatic search terms being derived from a program guide database wherein the program guide database is accessed via an internet interface (column 3, lines 8-28). The claimed “receiving over the network information relating to the keyword” is met by the obtaining of an internet search query for display to a user (column 4, lines 52-65). However, the Dodson et al. reference does not disclose the use of a user profile. The Farber et al. reference discloses user profile database 174 contains information for each user of the system, specifying (a) the categories or types of information services that are to be provided to that user, and (b) for those information services, the parameters that are associated with the desired information. For example, a first user may desire traffic, financial and sports information, a second user may desire weather and news information, and a third user may desire traffic, news and weather. For each of these three users, the detailed information desired may be different. Thus, the first user may desire traffic information for certain roadways, financial information for certain securities, and sports information for particular teams (Farber et al. 4:43-55). Therefore, the examiner submits that it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the Dodson et al. keyword search with the Portuesi hot spots and the Farber et al. profile database for the purpose of providing targeted information to the user that are directed towards his/her preferences.

Conclusion

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Johnny Ma whose telephone number is (571) 272-7351. The examiner can normally be reached on 8:00 am - 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Art Unit: 2623

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